

AUTOMOBILE NEWS FROM THE WORLD-WIDE FIELD

Bad Clutch, Carelessly Operated, Reduces Life of Rear Tires From 20 to 25 Per Cent.

JITNEY TRUCE ON IN DALLAS

New Jersey's 1916 license tag to have English Brown Background and White Letters—Efforts in Philadelphia to Lessen Accidents.

A bad clutch, carelessly operated, will reduce the life of the rear tires from 20 to 25 per cent.

There are 73,300 automobiles and about 10,000 motorcycles in Minnesota, according to license records.

The authorities in Dallas, Tex., where there has been a fierce fight between jitney and traction interests, have declared a truce until July 15, while the Court of Civil Appeals gets ready a decision in the suit brought by the jitney operators.

New Jersey's 1916 license tags will have an English brown background and white letters. The contract for \$15,657, a saving of \$5,000 over the 1915 cost.

If all the gases produced by the combustion of gasoline in the cylinders of a motor could be condensed, among them would be almost a gallon of water for every gallon of gasoline. To be exact, the burning of a gallon of gasoline produces 9.5 gallons of water in the form of steam.

Minneapolis is to open its speedway with races on September 11. That date has been set by the contract for \$8,000, the American Automobile Association.

Gasoline has been selling at 10 cents a gallon in Detroit. In the official record of the independent oil stations said to be the lowest in the country, it is down to 9.12 or even 9 cents soon, as the wholesale price is likely to be cut to about 8 cents, as against 8.5 cents at present.

Construction work has begun on the Des Moines speedway west of the city. The one-mile course will be made of 163 miles of two by four timbers placed on edge. The track is to be completed for a try-out by Barney Oldfield on July 25, and a race meet will be held on the speedway at a later date.

The average hide contains fifty-three square feet, and about a hide and a half is consumed in upholstering an average touring car.

An order for twelve motor tractors has been given by the city of Toledo, O., for its fire department. The value of the order is about \$41,000.

The State Fair Commission has guaranteed a \$5,000 purse for the Arizona Grand Prix 150-mile race. This will be run over a mile oval track on November 18. G. P. Bullard, superintendent of the race, expects to have the road races from Los Angeles, Prescott and El Paso end in Phoenix about November 15, when the annual fair opens.

At the close of last year the total number of licenses issued in the Province of Ontario was 21,700, of which 25,000 were for cars owned in Ontario, and 6,400 for outside cars. Up to the present over 30,000 motor vehicle licenses have been taken out by Ontario owners and 3,000 by outsiders.

In 1914 an Englishman named Thompson conceived the idea of binding a column of air on the rims of a vehicle wheels as a cushion or insulation against the shocks due to road inequalities. Such was and is the fundamental idea of a pneumatic tire. Its practical application has engaged the attention of a long line of inventors, as contributors to the better expression of the Thompson idea as applied to vehicles carrying their own power.

A club has been formed at Mott, N. D., to promote good roads.

In reply to numerous queries as to the exact status of the A. A. U., otherwise the American Automobile Association, it may be stated that it has charge of automobile contests in this country in the same manner as the A. A. U. or Amateur Athletic Union, has charge of athletic events. It is the organization which sanctions races and under whose rules the contests are held.

The Automobile Club of Philadelphia has begun the placing of more than 1,000 road markers all over the eastern section of Pennsylvania.

Chief Herbert, of the police department, Toledo, O., has issued stringent orders for patrolmen to arrest all professional chauffeurs who are not provided with the required State licenses. The order was issued at the request of B. H. McRichie, Toledo examiner for chauffeurs. According to McRichie there are more than 1,000 professional chauffeurs in Toledo, of which more than half have failed to secure their 1915 licenses.

After "seeing off" a full 102 years of existence in the Pacific Northwest, old Chief Wallu-lu-tum, of the Wasco tribe, experienced the sensation of his first motor car ride in Portland, Ore., recently.

An order for 300 tank motor trucks for the Russian army, to be used as tenders for the thousands of motor cars and trucks at the front, has been received by the Cleveland Motor Manufacturing Co. The order will amount to about \$1,600,000. The company recently completed a large order of similar trucks for the French army.

To lessen the risk of accidents, an order has been issued in Philadelphia requiring jitneys to have a placard or metal sign bearing the words "Jitney" on the rear of the machine as well as on the front. An order was also issued prohibiting cars using dealers' license tags for the jitney traffic.

Secretary Lane of the Interior has announced that excellent progress is being made in the development of the gasoline and benzol processes designed by Dr. W. E. Pittman, of the Bureau of Mines, to increase the output of gasoline by refiners and to make possible the production from crude petroleum of toluol and benzol, which are the bases for dyes and high explosives.

The attempt of the street railway magnates to curb the jitney-bus business in Massachusetts got a jolt recently when the Attorney-General of that State, at the request of the Legislature, filed an opinion that the proposed law to govern them was unconstitutional. This was such a surprise that there is some doubt now whether there will be any legislation at all this year governing the jitneys.

The New Jersey State Motor Vehicle department has issued a proclamation of neutrality in the war between the

trolley companies and jitney operators. The proclamation is the outcome of a complaint brought before Commissioner Dill by the Trenton and Mercer County Traction Corporation against G. P. Gibson, who had driven a jitney past a standing trolley car. The defendant was discharged.

The greatest motor-car selling season in the history of Washington, D. C., is coming to a close, and the wind-up of the season promises to find all the local dealers cleaned out. Numerous local dealers, having failed through the medium of the mails and the telephone to get action, have made personal trips to factories in an effort to get more cars shipped to their salesrooms. As it is, sales now being made are based upon no promise of early deliveries, prospective buyers being urged to get their names on the order books if they want to get their machines at the time during the wind-up. Some of the local dealers report an increase of 5 per cent for April sales this year over April, 1914.

MOTOR CARS ARE GREAT AID TO HISTORY STUDIES

Automobile Is Splendid Instructor in Geography, Says W. Ashby Jones, the Cadillac Agent.

"As an instructor in geography, the automobile has long been accorded a generous recognition, but it is only recently that it has begun to take its proper place as a potent factor in extending a knowledge of history," says W. Ashby Jones, of the Jones Motor Car Company, local distributor for the Cadillac.

"Unnumbered battle fields which figure prominently in the history and tradition of our State and country famous landmarks that are rich in associations, both in war and in peace, are too frequently located so as to be difficult of access from railroads, but they are within easy and convenient reach of the man with a motor car, if he cares to visit them.

"Every community in the United States has in it or near it some landmark that has played an important part in either local or national history and the growing interest in these historical places or objects can be traced to the fact that more and more people are able to reach them each year, because of the comfortable quick means of transportation furnished by the automobile.

"It does not require a great deal of imagination to experience a thrill when standing upon some spot that has loomed big in the nation's history and visualizing the stirring scenes of an immortal day and the events that led up to it and followed it.

"Motors who will delve a little into history will be astonished at the wealth of interesting places that lie within easy reach, and will find a greatly increased pleasure in motoring in the new interest attached to objects and localities that otherwise seem to be commonplace."

ENORMOUS TASK SET FOR ALLIES

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The first moment of flurry having passed, a battalion of Zouaves charged with the bayonet, and two successive lines of Turkish trenches were conquered. Our young recruits did prodigies of valor. The Turkish trenches when we took possession of them were filled with the dead bodies of their defenders, but we were only able to keep part of our gain.

25th May.—In disembarking at Seddul-Bahr the English employed a very excellent stratagem in making a voluntary wreck of their transport, the River Clyde. But they landed at the same time at other points of the shore; in particular, at the foot of the promontory which dominates the Bay of Morto. This landing took place under such special circumstances as to be worthy of notice. The promontory falls nearly in a steep cliff to the water.

On the side of the bay it descends in relatively gentle slopes. The Turks had installed themselves in the ruins of an old castle on the embankments of the old "Batteries of Death." While the English landed from the side of the bay, they had installed among the rocks a good many mitrailleuses and cannon-revolvers. On the morning of the 25th of April a battalion of English Colonial Fusiliers advanced in boats to the shore and made the Turks believe that this was the place which had been chosen for the landing of the whole of the troops. At the same time, another party landed on the side of the straits where the rocks are nearly cliffs. Silently they climbed this steep shore, and were able to turn the Turkish positions. Suddenly they made a bayonet charge of the Turkish mitrailleuses, which the unforeseen attack had completely upset. In an hour the Turks were forced to abandon their position. The English Fusiliers immediately intrenched themselves strongly.

26th May.—Since the attack of the 22d a notable amelioration in our situation has manifested itself. To the right of Krithia, our troops have carried two new trenches. To the extreme right, equally, we have made a slight advance. It may be noted that the Turkish trenches were absolutely full of bodies in a state of putrefaction. Our soldiers had to dig a new line three meters behind in order to avoid contact with such rotteness.

HELPLESS WOMEN

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gases back at the Germans if placed in the trenches.

When the American at home or here in London hears that his mail "always

comes through without any interference from the censor" and glibly contends that the majority of mail matter passing out of Great Britain is not read, he knows not whereof he speaks. The fact that he produces sealed envelopes to show that he is right is simply a tribute to the art with which the censors here work.

Ordinarily, it is easy to open a letter by steaming it. If this is impossible, there are many other methods in use. Some of them have been known for decades, but the exigencies of war have mothered new methods here, which are kept secret, but which enable England to know what is being written without any suspicion on the part of the average correspondence.

With the war the farthing has come back into its own as a coin of daily circulation. High prices have caused a more minute consideration of value and a shaving of profits by many of the merchants, with the result that the quarter-penny (1/4 cent) is made to do active service.

With milk at eightpence halfpenny a quart—that is, 9 cents in American money—it would be the natural procedure of a New York storekeeper to charge 2 cents for a pint. But your English housewife will have none of this. So when the milk was added to the price of milk the purchaser of milk by the pint provided herself with a supply of farthings, and now she pays fourpence, farthing, for her morning supply.

The same is true of bread, which is sold here only by weight, and of all the other necessities of life.

GO SLOW IN NATURE'S PATH

Things Can Be Learned Along the Way—Side That May Make It Great Fols.

"Don't drive fast through the country," advises the natural loving philosopher of the Ohio State Journal, "especially at this time of year, when nature is in her most captivating attire. It is in her most captivating attire past these lovely scenes and catch no inspiration from them. There are health and joy in a drive through the country these days, if a person drives slowly enough to appreciate its beauty. If he cannot see any beauty, he is not worthy of an automobile. He is not entitled to a ride if he fails to see the attractions along the way."

There are some people who go out riding who do not see a thing, though they pass a thousand interesting objects. This is because they start out with an empty mind or never read anything about the beautiful world. It is not complimentary to any one who takes an auto trip of twenty or thirty miles in the country and does not return with a single interesting sight to talk about. Such a one goes out with an empty mind and returns with it empty. If an auto trip in the country does not make a person better, it makes him worse."

CANADIAN INFANTRY ALMOST ANNIHILATED

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plumb in that hedge, so exit the Germans. One of my birds was a fellow who must have stood six feet three if he was an inch—a Guardsman, without doubt.

"But for all the good their infantry did it might have been in Potsdam. They gave us something to shoot at, and we shot with great effect. We lost tremendously, but they lost more. Our boys did all that they were expected to do, and fully lived up to the regiment's reputation—in fact, they beat their reputation, and the officers were due to a man."

BRITISH SHIPPING MEN ANXIOUS OVER DECISION

British shipping men are a bit anxious over the decisions of the Japanese company, Nippon Yusen Kaisha, to establish a steamship company service to New York and other American ports by way of the Panama Canal.

The Japanese boats will call regularly at Gulf of Mexico ports and take on cotton, which will reduce the quantity of the staple which Japan takes from India. It will probably also affect the sale of both British and American cotton bales in China.

Moreover, it is believed that the cheaper import of cotton from the United States will enable Japanese merchants to place their goods on the Indian market at a lower figure than at present and thus render competition with the British exporters more acute.

JOFFE PUTTING SCREW ON COUNTRY'S INVADERS

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loyalty to the French government, under the protection of which, they add, they are happy to dwell.

TRENCH IS OCCUPIED BY CARDBOARD MEN

[Special Cable to The Times-Dispatch.] LUGANO, July 10.—A company of Italian soldiers crept cautiously towards one of the enemy's trenches and executed a brilliant bayonet charge a few days ago, only to make the amazing discovery that the trench was occupied by cardboard men, 200 in number.

PRETTY GIRL FOUND SERVING AS SOLDIER

[Special Cable to The Times-Dispatch.] PARIS, July 10.—A pretty girl of Saint Pol, near Arras, named Berthe Olibet, nineteen years old, has just been discovered in French soldier's uniform in the region of the firing line.

She had cut her hair short and otherwise disguised herself, and she had cried bitterly when the military authorities sent her back to her parents.

WHAT YOU SHOULD DO WHEN ZEPPELINS COME

(Continued from First Page.)

police, or some approved fire prevention committee.

"No bomb of any description should be handled unless it has shown itself to be incendiary type. In this case, it may be possible to remove it without undue risk. In all other cases, a bomb should be left alone and the police informed."

TELLS OF WAR EVENTS IN VICINITY OF YPRES

While home on leave, Cecil Bourke, of the London Rifle Brigade, gave the following account of doings in the vicinity of Ypres:

"For my own part, I have been lucky. My coat has beeniddled with holes by the grazing of bullets, and I was buried for half an hour by the collapse of a traverse of our trenches, before being rescued by Sergeant (now second Lieutenant) Wimble and Lance Corporal Pace. On another occasion, the men immediately on my right and left were shot down, and while I was speaking, Lieutenant Price, who joined us from Canada, he was shot through the head. I have had five rifles smashed by bullets, a German bullet once going right down the muzzle, whilst two of my rifles were cut clean in two.

"At one stage a gap was left in our lines which we were called upon to fill, and for nine days and nights we held our position."

"After six days' rest we were again up in the firing line at Ypres. On our left and right a temporary tactical retreat took place. We were in the center, and one of our sergeants said: 'Retreat be d—d.' We stood our ground, and after re-enforcements had come up we won the engagement."

"As to the Germans, you can take it from me they are splendid soldiers. Their artillery is superb and there is no doubt they have plenty of ammunition. The Saxons and Bavarians, however, do not seem anything like so keen on fighting against us as do the Prussians."

Steel Market Is Yet Firm.

PITTSBURGH, Pa., July 10.—The steel market continues firm, with the tendency of prices as well as production distinctly upward. Operations of the Steel Corporation's mills are very close to 90 per cent of capacity this week. The Carnegie Company, the largest contributor to the earnings of the corporation, is operating almost at full capacity. The Columbus plant's production begins soon.

The demand for bars and rounds, used for conversion into shells, continues brisk, and prices are firm on a basis of \$1.25 per 100 pounds. Billets are also firm. The Steel Corporation may have to buy from outside interests. All steel manufacturers regard the outlook as extremely encouraging.

COMING TO OLD VIRGINIA ON CHESAPEAKE AND OHIO

Many Good Settlers Brought to Good Country by Efforts of a Good Railway Organization.

K. T. Crawley, the industrial agent of the Chesapeake and Ohio Railway, has recently submitted a report to the president of the company giving facts and details of the operations of the industrial and immigration department of the road for the fiscal year ending June 30.

In this report Mr. Crawley gives the names and the present post-office addresses of 211 new settlers who have found homes in Virginia along the lines of the Chesapeake and Ohio Railway within the year just gone by. A study of Mr. Crawley's detailed report shows that the most of these new-comers got into Virginia from the Western and Northwestern States, that is to say, Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa, Nebraska and some others of the States and territories where cotton and blizzards are some other bad things that are never heard of in this glorious climate of Old Virginia have had their effect. Mr. Crawley's list of immigrants shows that all the new-comers are all the way from Alaska, and one comes all the way from Egypt. It is said that the Egyptian read in the Industrial Section about the cheap lands in Virginia, and having considerable cash, came on to invest. He did invest, and is doing well.

In his report Mr. Crawley explains in a nutshell how he turned the trick and brought so many good settlers to Virginia. The nutshell reads:

"This work of the industrial department during the past year has been done mainly by exhibiting Virginia products in the West. We maintained an elaborate exhibit in Chicago last winter and spring—some five or six months. In addition to this we have had in the department two gentlemen, C. J. Jenne and S. C. Covert, who have visited numbers of people who have written to us about Virginia, and induced them to come here. At least five times the number of new settlers have visited our State, but have not yet bought, but some of whom will do so in the future."

In concluding his very full report to the president Mr. Crawley remarks: "Many of these people are making some of our best farmers, and we are expecting the current year to surpass last year. You will observe that 211 new-comers in our territory purchased near our various stations in Virginia, 57,111 acres and paid for same \$1,258,512."

A million and a quarter dollars, and a little the rise of it, is a very big sum to bring to old Virginia, but as Mr. Crawley intimates, it isn't a patching to what is going to happen along these good lines in the near future. The railroads are doing great stunts for Virginia. Wonder if the people are backstamping the railroads as strongly as they should?

How, and Why,

—the GOODRICH "Fair-List" Propaganda

now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States.

Of these, 1,803,951 are Pleasure Cars—i. e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use Pneumatic Tires.

Each car will wear out and replace, on average, about one Set of Four Tires per year.

Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline,"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

- 1st—Automobile Manufacturers, as a class.
- 2d—Automobile Dealers, as a class.
- 3d—Garage Owners, as a class.
- 4th—Lubrication and Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others.

Because,—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate to the man who OWNS a Car, and who wears out Tires through using it.

EVERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with new Tires.

But, all the Salesmanship, and all the Advertising, under the Sun, could not increase, by a single Tire, the total sales of Tires beyond the number of Cars owned by Consumers, and the number of Miles each Consumer runs his Car yearly.

The Market for Tires is therefore limited inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion open to the Tire Industry, as a whole, would be due to the Sale of more Automobiles each year to Consumers, with a greater average Mileage USE, per year, of each Car by each Owner.

That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers.—We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

Made as always—

- The same reliable Construction.
- The same dependable Service.
- Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/2 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion. The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see! Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.